Orders Order / Rev: @104122 ··· 06831863 Ait Order #: Product Desc: BERKLEY FOR SENATE Estimate: 30S Flight Dates: 08/07/12 - 08/13/12 Primary AE: Amy McCreary Original Date / Rev: 07/09/12 / 07/09/12 Sales Office: BLPHI Sales Region: Order Type: **GENERAL** National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley, Shelley for Senate Advertiser Name: Ã35+ Demographic: New Business Thru: **Product Codes:** PLC01 00:15:00 Order Separation: Priority: SELECT PRIORITY CODE

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	58	\$97,450.00	\$82,832.50

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Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	58	\$97,450.00	\$82,832.50	0.00
Totals	58	\$97,450.00	\$82,832.50	0.00

Advertiser External ID:

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total		
KSNV	49%	\$97,450.00		
Market	100%	\$198,877.55		

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0 .00
KINC	0%	\$0.00
KLAS	20%	\$39,775.51
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$31,820.41
KTUD	0%	\$0.00
KVVU	13%	\$25,854.08
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,977.55

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E	1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	-TWTF	:30	4	\$400.001	0.00 NM	4	\$1,600.00
					M-F 5-6a WakeUp	w/Wagners								
	I	NEWS												
		<u>Sta</u>	rt Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 08/0	06/12	08/12/12	-TWTF	4	\$400.00	0.00						

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Order / Rey:

104122

06831863

Advertiser: Product Desc: Berkley, Shelley for Senate

Alt Order #: Flight Dates:

08/07/12 - 08/13/12

Estimate:

30S

BERKLEY FOR SENATE KSNV

Ln Ch Start E	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 08/07/12 08	8/10/12	M-F 5-6a WakeUp v	-	5-6a	~TWTF~-	:30	4	\$400.001	0.00 NM	4	\$1,600.00
NEWS		M-F 5-6a WakeUp	w/vvagners							-	
	d Date		Spots/Week	<u>Rate</u>	Rating						
Week: 08/06/12 08/ E 2 KSNV 08/13/12 08	/12/12 8/13/12	-TWTF M-F 5-6a WakeUp v	www.agm	\$400.00 5-6a	0.00 M	:30	1	\$400.001	0.00 NM	1	\$400.00
	0/ 10/ 12	M-F 5-6a WakeUp	•	J-08	14	.50	'	φ400.001	0.00 (4)4)	!	φ400,00
NEWS Start Date End	d Data	Weekdays S	Spots/Week	Data	Detine						
	<u>d Date</u> /19/12	M	1	<u>Rate</u> \$400.00	Rating 0.00						
E 3 KSNV 08/13/12 08	8/13/12			6-7a	M	:30	2	\$700.001	0.00 NM	2	\$1,400.00
NEWS		M-F 6-7a WakeUp	w/Wagners								
Start Date End	d Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
· · · · · · · · · · · · · · · · · · ·	/19/12	M	2	\$700.00	0.00					_	
E 4 KSNV 08/07/12 08	8/10/12	M-F 6-7a WakeUp v M-F 6-7a WakeUp	-	6-7a	-TWTF	:30	8	\$700.001	0.00 NM	8	\$5,600.00
NEWS		·	_								
	<u>ld Date</u> /12/12	<u>Weekdays </u>	Spots/Week 8	<u>Rate</u> \$700.00	Rating 0.00						
E 5 KSNV 08/07/12 08		Today Show	СМ	658a-9am	-TWTF	:30	8	\$1,400.001	0.00 NM	8	\$11,200.00
TODAY		Today Show									•
	d Date	Weekdays S	Spots/Week	Rate	Rating						
	/12/12	-TWTF	8	\$1,400.00	0.00	71					
E 6 KSNV 08/13/12 08	8/13/12	Today Show Today Show	CM	658a-9am	M	:30	2	\$1,400.001	0.00 NM	2	\$2,800.00
TODAY		Today Onow									
· · · · · · · · · · · · · · · · · · ·	d Date	Weekdays S	Spots/Week	Rate	Rating						
E 7 KSNV 08/13/12 08/	/19/12 8/13/12	News 3 at 4	CM	\$1,400.00 4-430p	0.00 M	:30	1	\$700.001	0.00 NM	1	\$700.00
		News 3 at 4				,,,,	·	Ţ, 55.55 \	0,00 ,1111	·	Ψ100.00
NEWS Start Date En	nd Date	Weekdays S	Spots/Week	Rate	Rating						
	/19/12	M	1	\$700.00	0.00						
E 9 KSNV 08/07/12 08	8/11/12	News 3 Olympic Zo		7:30-8:00PM	-TWTFS-	:30	5	\$750.001	0.00 NM	5	\$3,750.00
OLY ZONE		News 3 Olympic Zo	one								
	nd Date		Spots/Week	Rate	Rating						
Week: 08/06/12 08/ E 10 KSNV 08/07/12 08	/12/12 8/11/12	-TWTFS-	<u>5</u> e CM	\$750.00 730pm-12am	0.00 -TWTFS-	:30	5	\$6,000.001	0.00 NM	5	\$30,000.00
	0/11/12	Olympics Primetim		750pm-12am	-14111-2-	.30	J	φο,σοσ.σσ ι	U.UU INIVI	ə	\$30,000.00
OLY PRIME Start Date En	. J D.J.	Managana 6	Smoto 884a ale	Data	m_#						
	id Date /12/12	<u>Weekdays</u> -TWTFS-	Spots/Week 5	<u>Rate</u> \$6,000.00	Rating 0.00				l		
E 11 KSNV 08/12/12 0	8/12/12		e CM	730pm-12am	S	:30	2	\$6,000.001	0.00 NM	2	\$12,000,00
OLY PRIME		Olympics Primetim	ie								
Start Date En	nd Date		Spots/Week	<u>Rate</u>	Rating						
	/12/12	Ohmonica Baytinas I		\$6,000.00	0.00			#4 TAN 000	0.00 1114		*** *** ***
E13 KSNV 08/12/12 0	16/12/12	Olympics Daytime		4am-6pm	S	:30	4	\$1,700.003	0.00 NM	4	\$6,800.00
OLY DT		•		,	-					i	
	nd Date 1/12/12	<u>Weekdays</u> 5	Spots/Week 4	<u>Rate</u> \$1,700.00	Rating 0.00				•		
E 14 KSNV 08/11/12 0				4am-6pm	S-	:30	4	\$1,700.003	0.00 NM	4	\$6,800.00
OLY DT WKEND		Olympics Daytime	WEEKEND								
	nd Date	Weekdays :	Spots/Week	Rate	Rating						
Week: 08/06/12 08	3/12/12	5-	4	\$1,700.00	0.00						
E 15 KSNV 08/07/12 0	8/10/12		СМ	9am-4pm	∴TWTF	:30	12	\$1,200.003	0.00 NM	12	\$14,400.00

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Order / Rey:

104122

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06831863

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates:

Ln Ch

08/07/12 - 08/13/12

End

Estimate:

Break Start/End Time

308

Days Len Spots Rate Pri Rtg Type Spots Amount

Olympics Daytime Weekd

Inventory Code

Olympics Daytime Weekdays

OLY DT

Start Date Week: 08/06/12

Start

End Date 08/12/12

Weekdays -TWTF--

ek <u>Rate</u> 12 \$1,200.00 Spots/Week

Rating 0.00

Totals 58 \$97,450.00